WANT TO COOL OFF?

SIT ON THIS COPY OF...

MAD

Our Price
25c
CHEAP

"WHAT– ME WORRY?"

No. 49 Sept. '59

IN THIS ISSUE: SID CAESAR

"Stop pushing—you'll all get a chance to talk to Grandma"

How long has it been since you enjoyed a Long Distance visit?

CELL TELEPHONE SYSTEM

AMERICAN TELEPHONE & TELEGRAPH CO. CELL SYSTEM AND ASSOCIATED COMPANIES

Remember . . . "It's Fun to Phone!"

NUMBER 49 SEPTEMBER 1959

MAD

"One sure way parents can keep their teenage daughters out of hot water is to put some dishes in it!" — Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
ART DIRECTOR: John Putnam **IDEAS:** Jer De Fuccio **PRODUCTION:** Leonard Brenner
CONTRIBUTING ARTISTS: Wallace Wood Bob Clarke Don Martin Mort Drucker Frank Kelly Freas George Woodbridge David Berg Joe Orlando
CONTRIBUTING WRITERS: Sid Caesar Frank Jacobs Al Jaffee Sy Reit Gary Belkin Arnie Kogen Klaus Nordling Alfred E. Neuman
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli **LAW SUITS:** Martin Scheiman, Esq.
BRAND NEW DADDY: PFC Nick Megliola

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**Various Places Around The Magazine

MAD — September 1959, Volume 1, Number 49, is published monthly except February, May, August and November, by E.C. Publications, Inc. at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Entire contents copyright 1959 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

THE MAD HORROR PRIMER.....4

Since horror movies are so popular these days, we feel schools should have primers to prepare our little monsters for them.

MAD LOOKS AT BOOK CLUBS.....10

A sampling of typical ads for book clubs which show how they're competing for members in order to maintain their volume business.

HALF-FINISHED BILLBOARDS.....16

MAD takes to the highway and shows how unsightly billboards that mar the landscape can be entertaining . . . for a change.

FAMILY MAGAZINES.....21

Here's our remedy for the disappearing family unit: revive conversation with magazines that print only things that are relative.

AMERICA'S DREAM CAR.....24

As a public service, **MAD** conducts a survey to find America's Dream Car. The result, unfortunately, is a nightmare for Detroit.

SID CAESAR'S "SHRUNK WORLD"..27

Sid Caesar turns triple-threat man with this TV show satire. Mainly, he's threatened to sue us three times if we dare print it.

MAD'S RESORT PAGE.....40

MAD offers some unusual summer resorts for people who lack transportation. Make reservations at any one, and you'll be taken.

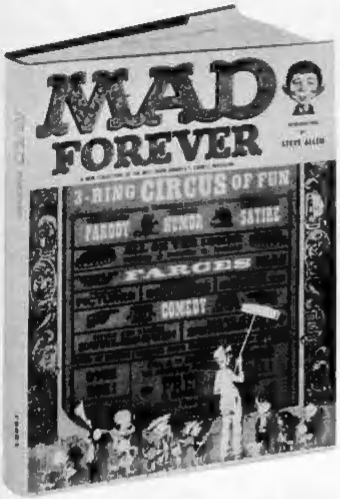
VIC TINNY GYMS.....43

A gym-dandy organization dedicated to the task of removing the bulges that you've acquired over the years . . . in your wallet.

THE PERFECT FOLLOW-UP TO "MAD FOR KEEPS"

would be a sincere apology! Instead, here's

MAD FOREVER



This second de-luxe hard-bound Anthology of the best material from past issues of MAD includes a hilarious introduction by Steve Allen, followed by 133 pages of riotous articles, ad satires and other garbage, many in vivid color. It makes a great gift, but it's mainly for idiots who missed this material, and for clods who want a permanent collection of the junk they wasted good money on originally. So get your copy today!

MAD ANTHOLOGY DEPT.
225 Lafayette Street
New York 12, N. Y.

Please rush my copy of "MAD FOREVER". I enclose $2.95.

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

☐ Check here if you want **"MAD For Keeps"** and please enclose an additional $2.95.

A DELIGHTFUL PIN-UP!

Yes, Marilyn Monroe is a delightful pin-up! For a disgusting pin-up, send 25¢ to: Dept. "What—Color?", c/o MAD, 225 Lafayette St., N.Y.C. 12.

MAD GOES TO THE DOGS

I came into my room last week to find my dog reading a recent issue of MAD. The most amazing part was that he was reading it upside-down!

Ken Franklin
Wanamassa, N. J.

Doesn't everybody?—Ed.

IT IS WRITTEN?

We thought you might be interested in knowing that in Ecclesiastes, Chapter II, Verse II, it is written: *"I said of laughter, it is MAD . . ."*

The Brothers Kaminetzky
Washington, D.C.

Tell us what book and we'll sue!—Ed.

JACK AND JILL

In the "Official Detective" version of "Jack and Jill" (MAD #47), you made two mistakes: (1) You printed it in the first place, and (2) The story states plainly that Jill was "battered beyond recognition." In the picture accompanying the story, you show a beautiful doll. Hoo hah! If that's "battered beyond recognition," I'm going over to my girl friend's house right now and batter *her* beyond recognition! Maybe I'll get the same results your artist got!

Jim Daniels
Houston, Texas

Battered Beyond Recognition

MAD GOES ATOMIC

Thought you'd be interested in the enclosed photo which seems to indicate a literary trend at the North Pole. It was taken by a sailor on the Atomic Submarine *Skate* during her recent trip to the Pole.

J. F. McGlinchy
General Dynamics Corp.
New York City

Good Skates

BRAIN CLUTTERER

The principal of our Junior High School lectured us recently on juvenile delinquency and said that we shouldn't read "trashy comic books that clutter up our brains!" Then he added, "I'm not talking about MAD, because I read that myself!"

Suzy Zuckerman
Levittown, N. Y.

And MAD only clutters up principals' brains!—Ed.

FOWL READING MATTER

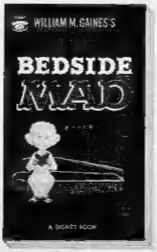
Recently, I found an injured bird. I decided to put it in a cage and raise it. I looked all over for a covering for the bottom of the cage, and found that a page of MAD fit perfectly. The next day, I found the bird hopping crazily around the page like he was reading it, and a moment later he fell over dead. Can you tell me what killed him?

Donald Bralich
Cary, Ill.

We'd say you added insult to injury!—Ed.

WAKE UP REFRESHED AND INVIGORATED!

Mainly, plaster that jangling alarm clock with a copy of . . .



THE LATEST MAD POCKET-SIZE BOOK

THE BEDSIDE MAD

This sixth collection of early failures joins "The MAD Reader", "MAD Strikes Back", "Inside MAD", "Utterly MAD", and "The Brothers MAD" in lengthening **"Dr. Neuman's Five-Foot Shelf of Detestable Literature"** another three-quarters of an inch.

ON SALE AT YOUR FAVORITE NEWSSTAND

OR YOURS BY MAIL FOR **40¢**
THE **COMPLETE** COLLECTION—**ALL SIX**—FOR $2.00
MAIL MONEY TO: **MAD**, POCKET DEPT.,
225 LAFAYETTE STREET, NEW YORK 12, N. Y.

MAD FIRST AID

As usual, there is profound knowledge and understanding behind your MADness. May I have permission to reproduce your "MAD Cross First Aid Manual" for use in presenting the subject of emergency medical care to professional medical audiences?

Douglas Lindsey, Lt. Col.
Deputy Director of Medical Research
U. S. Army Chemical Warfare Labs.
Army Chemical Center, Md.

Go right ahead, Colonel. Just don't blame us if you make a fool of yourself!—Ed.

WHO IS HE?

In your recent "Straight-Jacket" ads, two of the three fellows are always facing the camera, while the third always has his back to the camera. Who is this third fellow, and what does he look like? He looks dreamy from the back.

Marjorie Parver
New York City

What Does He Look Like?

We can tell you who he *is*, Marjorie. He's Leonard Brenner, in charge of Production. But we can't tell you what he *looks like*. Mainly because we *still* haven't seen his face ourselves! Lenny wears a goatee. You'll see it when you turn to the T-Shirt ad on the inside back cover—Ed.

MAD FLIES HIGH

Enclosed is a photo of the *"What—Me Worry?"* pilots of the Naval Air Force, Pacific Fleet. Our night flying and all-weather missions from aircraft carriers has earned us this "What — Me Worry?" reputation from other squadron pilots, because we'll launch into the darkest night and the foulest weather. Your magazine has been a great source of delightful and entertaining reading for us. Our ready room, where we are briefed for flights, is never without at least one copy of MAD. All of us in Fighter Squadron 141 wish you continued success.

J. S. Coleman Jr., LTJG
Fighter Squadron 141
c/o FPO, San Francisco

"What—They Worry?"

IDOL GOSSIP

I recently traveled to Seattle where I had the good fortune to meet and interview the Kingston Trio. Of course, I brought MAD along to fritter away the trip, but when it came time for the interview, I quickly ditched it in the nearest trashcan, not wanting the Trio to think me an idiot. Was I surprised when their manager interrupted the interview by tossing them a copy of MAD with: "Here's that MAD Magazine you wanted, boys!" Looks like you've corrupted these talented idols, too!

Noll Anne Cunningham
Tacoma, Wash.

**Please address all correspondence to:
MAD, Dept. 49, 225 Lafayette Street
New York City 12, New York**

SUMMER IS THE BEST TIME TO SUBSCRIBE TO MAD

. . . because that's when all the nuts are stored up for the winter!

MAD SUBSCRIPTIONS
225 LAFAYETTE STREET
NEW YORK 12, N. Y.

Okay, so store me on your subscription list for the winter, and send me the next nine issues of MAD. I realize this makes me a "nut", shelling out $2.00.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NOTE: Allow 8 weeks for subscription to be processed

NOW!

Alfred E. Neuman

SINGS!

"WHAT-ME WORRY?"

AND HIS FURSHLUGGINER FIVE PLAY

"POTRZEBIE"

ON

THE HOTTEST 45 RECORD OUT

People who buy 'em are burning 'em like crazy!

DESTINED FOR THE TOP TEN

garbage dumps in the country!

GET YOUR COPY AT YOUR FAVORITE RECORD DEALER BEFORE HE SELLS OUT HIS SUPPLY

to the local trash collector!

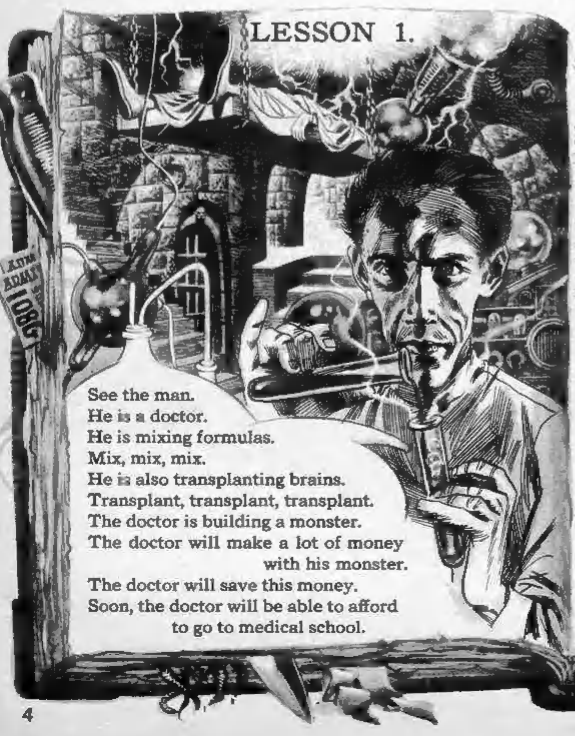
YOUR FAVORITE D.J. WILL BE PLAYING IT SOON

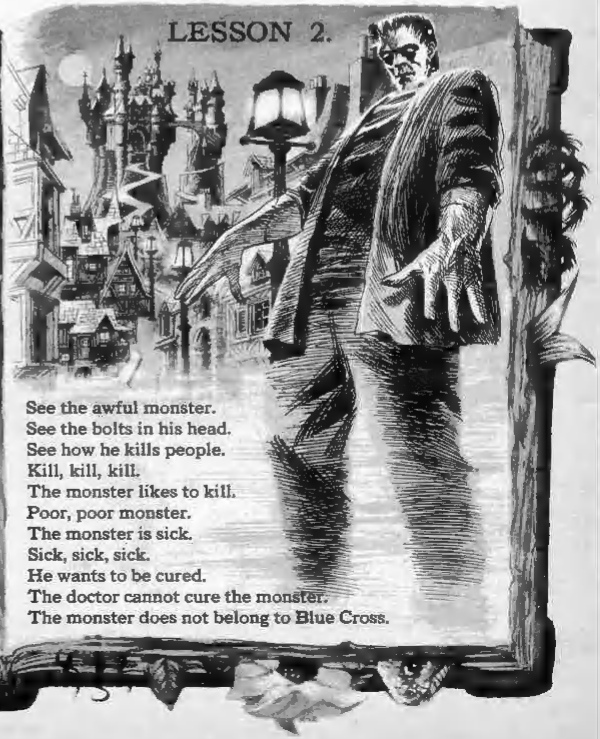
so be ready to switch him off!

Some time ago (MAD No. 41), we voiced concern over the dullness of elementary school readers, and presented an up-to-date MAD PRIMER. Now, even the MAD PRIMER is outdated! The single most important thing in the lives of youngsters today is watching "horror movies"! And so, in order to help educate our early grade school kids properly in "horror movie appreciation," we feel schools should offer as required reading . . .

THE MAD HORROR PRIMER

ART—WALLACE WOOD STORY—LARRY SIEGEL





**SLEEPING BEAUTY ". . . rousing and animated!"

LESSON 5.

See the other man.
He is the doctor's assistant.
He is holding a brain bottle.
The brain bottle is empty.
See the assistant run with the brain bottle.
He is running to the drug store.
Run, assistant, run.
Why is the assistant running with
the empty brain bottle?
Because it is a deposit brain bottle.

LESSON 6.

See the strange vegetable.
He is a giant spinach.
He is big and green and menacing.
He comes from outer space.
Whoosh, whoosh, whoosh.
The giant spinach eats people.
Chomp, chomp, chomp.
The giant spinach grows bigger and stronger.
Little children are especially good
for the giant spinach.
They put iron in his blood.

**"THE BIG COUNTRY" . . . covers a lot of ground!"

LESSON 9.

See the vampire.
See how hideous he is.
Doesn't the vampire look like Daddy?
Only not so hideous.
The vampire cannot see himself in the mirror.
Daddy cannot see himself in the mirror either.
Mother hogs all the mirrors.
Don't you wish that mother married
a vampire instead?
Daddy does.

LESSON 10.

This is a wooden stake.
A wooden stake can kill a vampire.
Wouldn't you like to kill a vampire?
What fun it would be to kill a vampire.
Come, pound the stake into the
vampire's heart.
Pound, pound, pound.
Oops, that wasn't a vampire.
That was Daddy.
How clumsy you are.

LESSON 7.

This is another monster.
He is an ape.
He tears down elevated trains.
Tear, tear, tear.
He tramples people.
Crunch, crunch, crunch.
He is eighty feet high.
He is tall for his age.
That is because he does not drink or smoke.
Don't you wish you did not smoke or drink?

LESSON 8.

This is the Empire State Building.
See the ape climb the Empire State Building.
The ape hates to ride elevators.
Hate, hate, hate.
Soon he will be attacked by planes.
They will be Spads.
and Fokkers.
They will be left over from old
World War I movies.
But his son will carry on with his work.
Being an ape is more exciting
than being an accountant.

**THE TEN COMMANDMENTS "... a must!"

LESSON 11.

See the hairy man.
He is a Wolf-Man.
When the moon is full, the Wolf-Man prowls.
Prowl, prowl, prowl.
The Wolf-Man is searching for a victim.
The victim is usually a young starlet.
Woo, woo, woo.
After the day's shooting, the Wolf-Man
takes off his make-up.
And again he goes searching for
a young starlet.
Off-screen, the Wolf-Man is still a "Wolf."

LESSON 12.

See the actor struggle.
The Egyptian High Priests are making him
into a Mummy.
They are wrapping him in bandages.
Wrap, wrap, wrap.
Soon the Mummy is covered from head to
toe in bandages.
When the scene is over, the Director says, "Cut!"
Cut! Cut! Cut!
But it is too late.
Cutting will do no good.
The actor has suffocated from the bandages.

DON MARTIN DEPT. PART I

THE and HIS

Don Martin, MAD's maddest artist, who breaks people up with his zany cartoons, now recalls an incident that really broke him up, mainly the time he foolishly tried playing with

1

2

3

7

8

9

BOY TOY

"ANOTHER TIME, ANOTHER PLACE" . . . where you should be when it's showing!"

4

5

6

10

11

12

READIN' AND WRITHIN' DEPT.

In the good old days, people either bought their books in a store, or swiped them from their friends. Today, more and more people are building their libraries by joining monthly book clubs. At last count, there were

MAD LOOKS A

LAZY READERS ARE BEING LURED BY THE POPULAR ABRIDGED BOOK CLUBS

FREE!

the sexiest parts of these 5 racy novels!

"Studs Lonigan"

"Gods Little Acre"

"From Here to Eternity"

"Peyton Place"

"Heidi"

All in one eye-opening volume...when you join

THE SPICY ABRIDGED BOOK CLUB

Start Your Membership Now
CHOOSE ANY ONE
OF THESE
JUICY SELECTIONS

Now you don't have to thumb through books anymore, looking for the "choicest parts". THE SPICY ABRIDGED BOOK CLUB sends you books containing only them "choicest parts". Every month, our board of judges—12 enlisted men at Fort Dix—submit hundreds of underlined paragraphs from books they've read. We, in turn, compile these into one SPICY ABRIDGED BOOK and offer it exclusively to our beady-eyed members.

The SPICY ABRIDGED Erskine Caldwell

Over 1000 choice paragraphs of sun-drenched excitement selected from his best books.

The SPICY ABRIDGED French Novel

The raciest parts of books by Balzac, Zola, Flaubert, [redacted] Maupassant and De Gaulle.

The SPICY ABRIDGED Mickey Spillane

A selection of the meatiest parts of his books, meaning every word [redacted] ever wrote!

THE SPICY ABRIDGED BOOK CLUB, Ooh-la, La.

Please enroll me as a member of THE SPICY ABRIDGED BOOK CLUB, and send me my free book together with my first selection. I understand that this first selection will cost me $3.00, and the cost of each succeeding selection will be doubled, since I most likely won't [redacted] able to break the habit!

NAME _____

ADDRESS _____

CITY _____ STATE _____

**SOME CAME RUNNING "... quick-paced ... really moves!"

ART—BOB CLARKE STORY—FRANK JACOBS

more than a dozen of these book clubs, each one trying to outdo the other to gain members. To accomplish this, many book clubs were specializing. So now, in an effort to win the heartfelt hatred of the book industry . . .

T BOOK CLUBS

SERIOUS MINDED PEOPLE ARE BEING WOOED BY HISTORICAL BOOK CLUBS

FREE THE COLLECTED PAPERS OF MILLARD FILLMORE

20 VOLUMES . . . Retail Price $150.00

When you become a member of

THE MILLARD FILLMORE BOOK CLUB

Here's the opportunity you have been waiting for, the chance to build a library dealing with one of the most popular figures in American History — Millard Fillmore. In addition to a 20-Volume set of Fillmore's Collected Papers (some of which even have writing on them!), new members will also receive *free* a desk blotter bearing Fillmore's picture, *plus* a button from his unsuccessful bid for re-nomination in 1852 reading "I like Millard!"

Choose any one of these books as your first selection

1. MILLARD FILLMORE'S EARLY BOYHOOD Part I—Infancy to Age 2½, 655 Pages . . $18.50
FILLMORE'S FAVORITE DINNER MENUS — 1850-1852, 705 Pages $21.00
THE DAY MILLARD FILLMORE DIDN'T SHAVE by Jim Bishop, 1,100 Pages $30.00
WHO IN HECK WAS MILLARD FILLMORE ANYHOW? By Benj. Harrison, 1 Page . $50.00

MILLARD FILLMORE BOOK CLUB,
Deathly, Ill.

Please enroll me in THE MILLARD FILLMORE BOOK CLUB, and send my first selection. I understand that when I become a member, I will be sent the FREE 20-Volume set of "The Collected Papers of Millard Fillmore". I also understand that I don't become a member until I have purchased 36 consecutive monthly selections at prices ranging from $18.50 to $50.00. I further understand that if I miss a single month, I am obligated to start all over again . . .

As my first selection, send me: _____

NAME _____

ADDRESS _____

CITY _____ STATE _____

PEOPLE WITH EXPENSIVE TASTES ARE BEING SOUGHT BY THIS BOOK CLUB

NOW! BUILD YOUR LIBRARY OF USEFUL REFERENCE WORKS JOIN

The Useful Information BOOK CLUB

THE USEFUL INFORMATION BOOK CLUB supplies its members with up-to-date, practical, and valuable reference works which are a "must" for every bookshelf. These are books containing vital facts which no home can possibly do without.

Begin your membership with this

SPECIAL BONUS OFFER

Any 3 of these informative books for only $1.■

1 THE PROVIDENCE, R. I. TELEPHONE DIRECTORY
You can never tell when you might suddenly have the urge to call somebody in Providence, Rhode Island. 35 Volumes—1925-59 Over 25,000 pages.

2 A PICTORIAL ENCYCLOPEDIA OF FUNGUS
How to recognize 10,000 varieties of rust, mold, smut, mildew and rot, including the contents of this encyclopedia. Illustrated. 600 pages.

3 A HANDY GUIDE TO PUBLIC COMFORT STATIONS
You can never tell when you might suddenly have the urge. Indispensable for vacations and long trips. Over 50,000 listings, with locations. 987 pages.

4 THE KABUL, AFGHANISTAN, STREET GUIDE
How to find your way through the streets of this ancient city, ■ vital to the free world. You can never tell when you might end up there. 4 pages.

5 THE REVISED SIAMESE-SWAHILI DICTIONARY
Over 350,000 words and phrases translated from Siamese into Swahili, and back again. If you know either language, you can learn the other. 10 pages.

6 HOW TO STUFF AND MOUNT AARDVARKS
A vital addition to the library of all professional and amateur taxidermists. You can never tell when some clown will walk ■ with one of these monsters.

THE USEFUL INFORMATION BOOK CLUB

I want to join the **USEFUL INFORMATION BOOK CLUB**, because I want ■ gather all the useful information I can while I am alive, so I'll be pretty smart when I'm dead. Please enroll me and send my 3-book bonus offer. I understand that when I join, I promise to purchase 10 out of the 12 **USEFUL INFORMATION** books selected during the next year. Now, here's some **USEFUL INFORMATION** for you. Mainly, ■ I were you guys, I wouldn't trust me to do that!

NAMES OF 3 BOOKS SELECTED _____

MY NAME IS: _____

MY ADDRESS IS: _____

MY CITY IS: _____ MY STATE IS: _____

PRACTICAL MINDED PEOPLE ARE INTRIGUED BY BOOK CLUBS LIKE THESE

Free!

This Beautiful Diamond-Studded Edition of "LITTLE RED RIDING HOOD" yours ...when you join

"THE FLY "... hits the screen, and flops!"

THE RIDICULOUSLY-EXPENSIVE Book Club

Yes, now you can own the costliest, most ornate editions of the great classics of world literature. Each volume is printed on imported Norwegian parchment, coated with an authentic layer of 200-year-old dust. Each hand-pressed binding is made of leather taken from the backside of an East African gazelle. Each line of type has been hand-set by expert Westphalian craftsmen. And each page is uncut, because these books are for showing off, not for reading!

start your membership now with one of these
RIDICULOUSLY-EXPENSIVE BOOKS!

BLACK BEAUTY

A luxurious binding embossed with pure gold excavated from the burial vault of the Aztec temple of Tehuantepec. Stitched with thread from Cleopatra's original bridal veil, using her own needle.

THE ROVER BOYS

An unimaginably-expensive binding studded with emeralds from the crown of Queen Isabella of Spain. Also comes with a rare 10-inch bookmark made from the tongue of a yearling Bolivian milk-fed vicuña.

WINNIE THE POOH

Ultra-lavish binding inlaid with silver taken from the teeth fillings of Marie Antoinette, and studded with 10 rubies brought from Cathay by Marco Polo. Cover painted with oils left over by Rembrandt.

Please enroll me in your darling club. I realize that I will get my diamond-studded edition of "Little Red Riding Hood" free if I buy not less than six selections each year. I also realize that each selection will cost me a paltry $7,500.00. I also realize that each four books I buy gives me the right to buy a fifth book at an increased rate based on the original cost of the first two books, less the third. I also realize that I cannot make head nor tail out of this coupon, but don't really care as long as I can spend globs and globs of money on idiotic things like this.

FOR MY FIRST SELECTION, SEND ME BY CHAUFFEURED LIMOUSINE _____

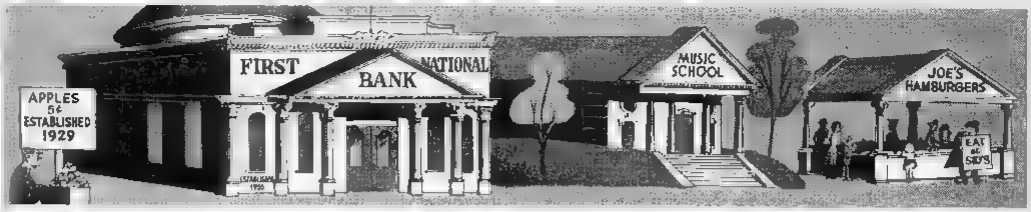
MY NAME IS: _____

MY MANSION IS LOCATED AT: _____

IN THE CITY OF _____ STATE OF _____

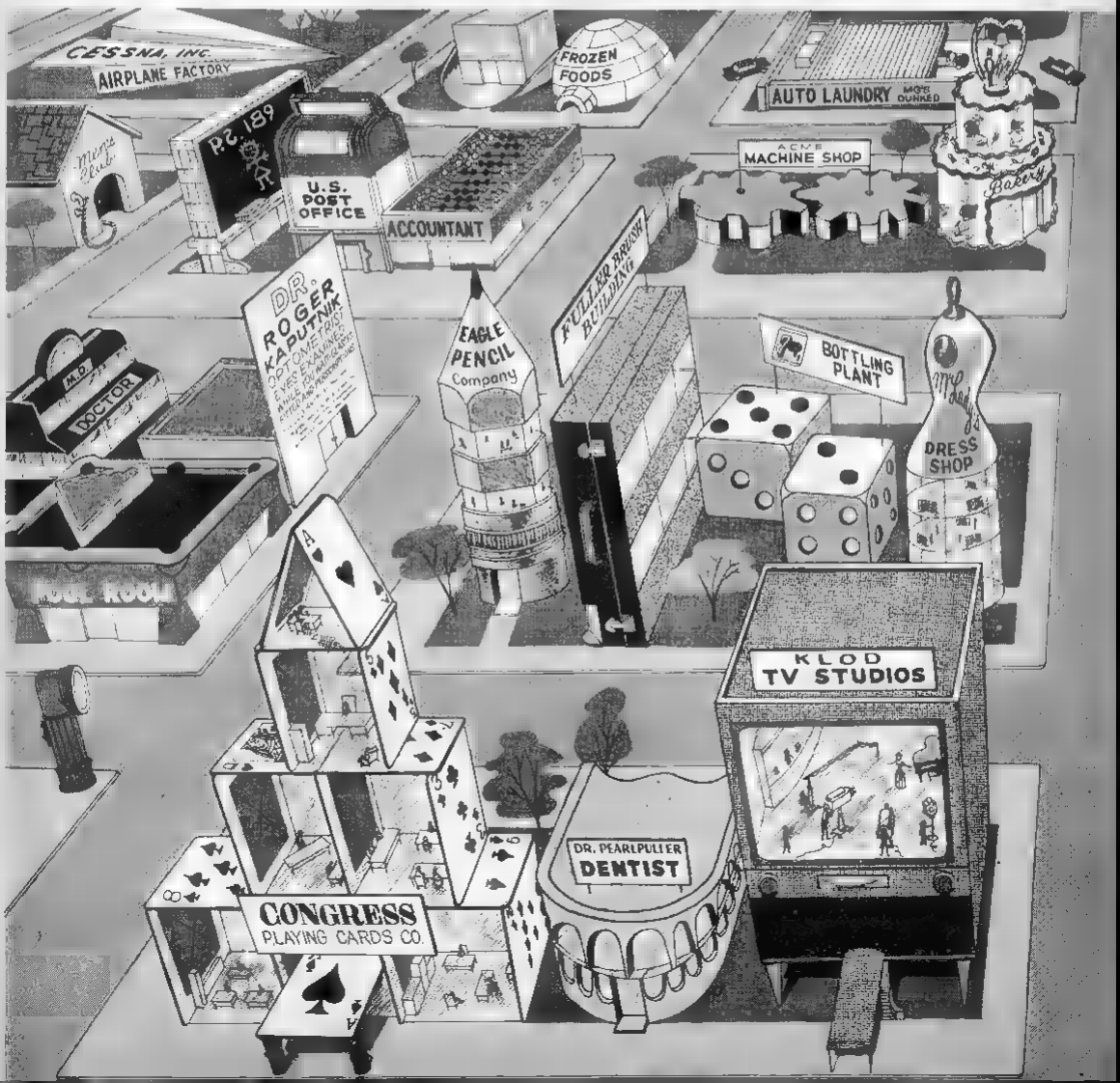
MY NET WORTH (IN MILLIONS) IS: _____

Most buildings today employ classic architectural designs, and so you can't tell if they're banks, schools or hamburger stands.



HERE IS WHAT A TYPICAL BUSINESS DISTRICT WOULD LOOK LIKE

FUNCTIONAL



MAD feels that buildings should employ the principle of "form follows function." Mainly, they should look like what they are!

STORY AND ART–DAVID BERG

IF MAD'S PLAN WERE ADOPTED, AND THE BUILDINGS ALL USED...

ARCHITECTURE

A.C. GILBERT CO. ERECTOR SETS
NURSERY SCHOOL
MAD MAGAZINE
PUBLIC LIBRARY
GOLF EQUIPMENT
POLITICAL CLUB
A B C TOY CORP
ANTIQUE SHOP
KENNEL CLUB
PLUMBER
RUSSIAN EMBASSY
LUCKY STRIKE CIGARETTE FACTORY
FARMERS BANK
VIC TINNY'S
SLENDERELLA
SUBWAY
OFFICE BUILDING

15

••ONION HEAD ". . . for crying out loud!"

Some people claim that billboards are ugly and should be taken down. Other people say that billboards blot out pretty scenery and should be taken down. As far as MAD'S concerned, we say "Leave 'em up!"

Half-finished

*"I AM A CAMERA . . . candid!"

Because those billboards can be very funny! Especially when a new advertisement is being pasted over an old one . . . and parts of the two signs can be seen at the same time. Like f'rinstance, these . . .

BILLBOARDS

ART—JOE ORLANDO STORY—FRANK JACOBS

MAKE YOUR DOG AN EAGER *DRINKER*

DOGS LOVE Calvert Reserve

Clear heads agree it's better **FOR DOGS!**

Full 86 Proof Blended Whiskey **with lean red meat!**

65% Grain Neutral Spirits **to help your dog grow!**

BOTTLED BY CALVERT MEAT PACKING COMPANY

Like your pleasure Big? **TRY A**

MAMA MIA PIZZA PIE

TAKE HOME THE *KING* *ITALIAN RECIPE*

The big clean taste of top tobacco *WITH CHEESE AND ANCHOVIES*

Know the joy of good living... *Fill up with....*

'59 Mobilgas SPECIAL

Mobil

Move up to quality . . . move up to **FAST ECONOMICAL WARM-UPS . . .**
. . . EXCITING PICK-UP AND POWER!

THE BEER THAT MADE · MILeage and quick starts in all weather!

**IMITATION OF LIFE ". . . worth just a LOOK!"

CATCHING COLD?

Relieve painful cold miseries with

A TRIP TO **SUNNY FLORIDA**

Luxury Hotels Provide entertainment

ROLLING SURF With incredible speed

GAY NIGHT LIFE Acts twice as fast as aspirin for millions

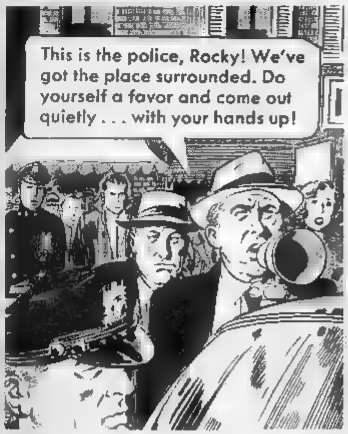
Gets its pain reliever into the blood stream

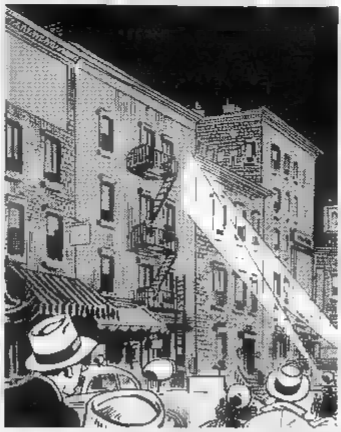
Won't upset your stomach as **this advertisement** *often does*

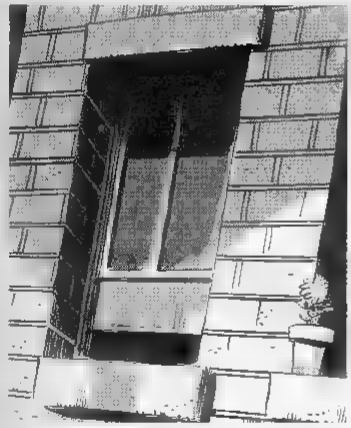
Scenes We'd Like to See

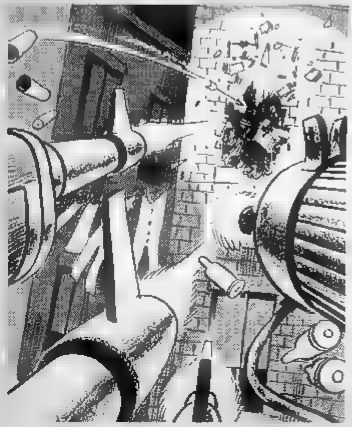
The Cops Close In

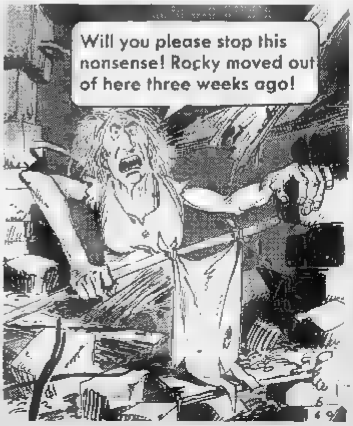
ART—MORT DRUCKER











**HOUSEBOAT ". . . doesn't hold water!"

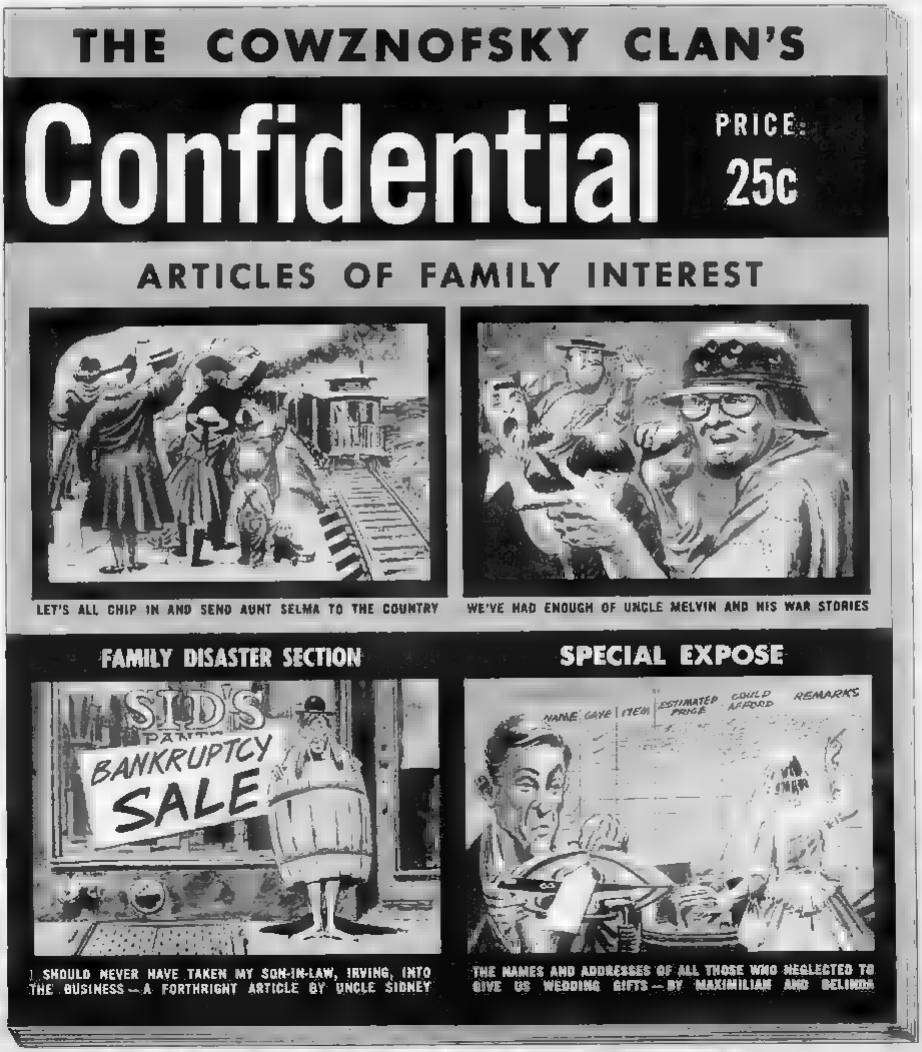
WHAT'S BUZZIN' COUSIN DEPT.

Sociologists tell us that the "Family Unit" is the core of our civilization. If this is true, then our civilization is doomed! Because the family unit is falling apart! It isn't as close-knit as it used to be. There's no longer any feeling of "togetherness" (contrary to what McCalls Magazine claims!) These days, families just don't sit around the fireplace, chatting any more. This is probably due to a number of reasons: Like TV, movies, gang wars, dates, and mainly you can get filthy from ashes sitting by that ridiculous fireplace. At any rate, family-type conversation has all but disappeared. Which brings us to the main subject of this article. Since family members ■ longer have the time to talk to one another, and since MAD would like to save our civilization (why, we don't exactly know!), we suggest using another form of communication. Why don't family members jot down what's on their minds? Then, once a month, they could get their message across to the rest of their relatives by printing and distributing...

FAMILY MAGAZINES

That Maintain Communication Between Members

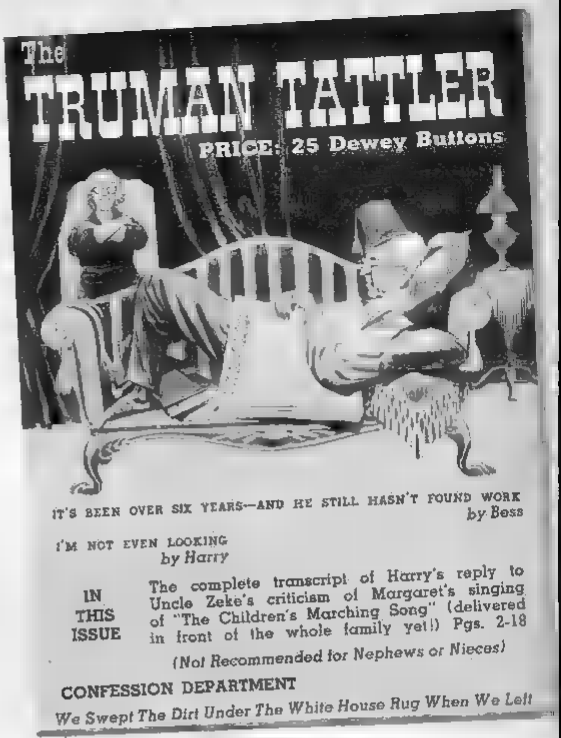
HERE IS A FAMILY MAGAZINE PUBLISHED BY AN ORDINARY FAMILY

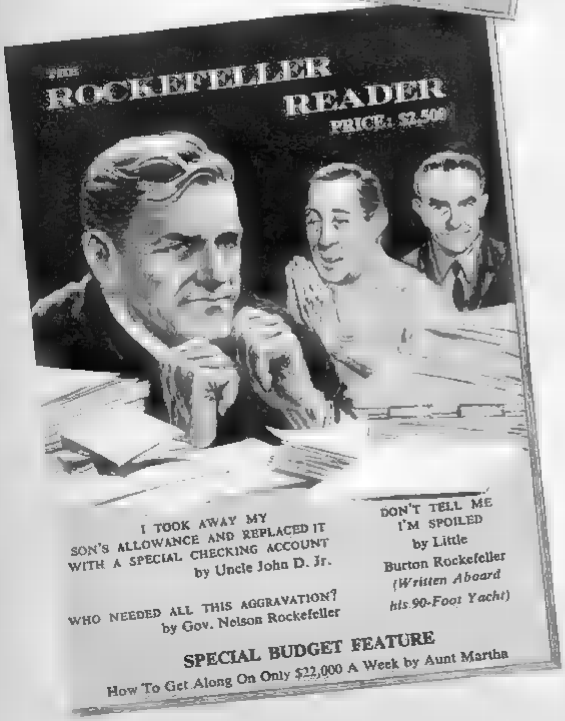


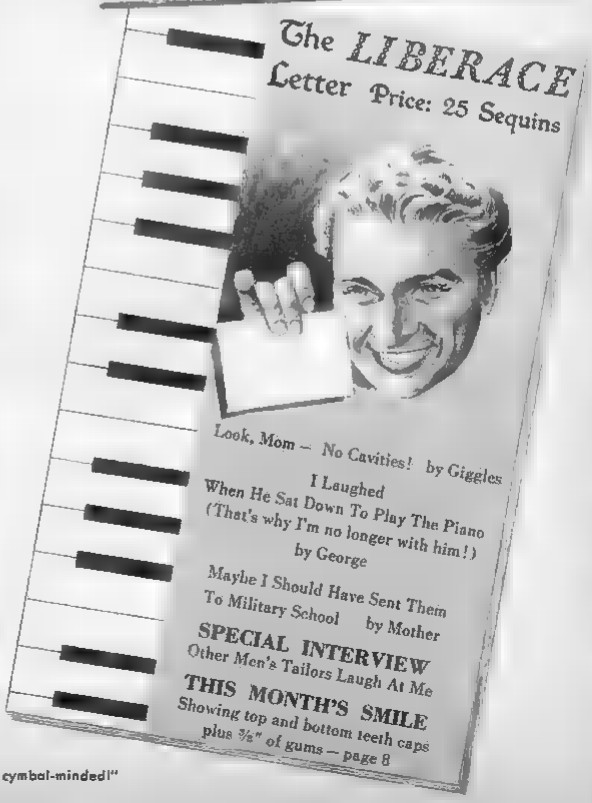
ART—GEORGE WOODBRIDGE STORY—ARNIE KOGEN

**"THE REMARKABLE MR. PENNYPACKER" . . . excessive production!"

AND HERE ARE SOME FAMILY MAGAZINES

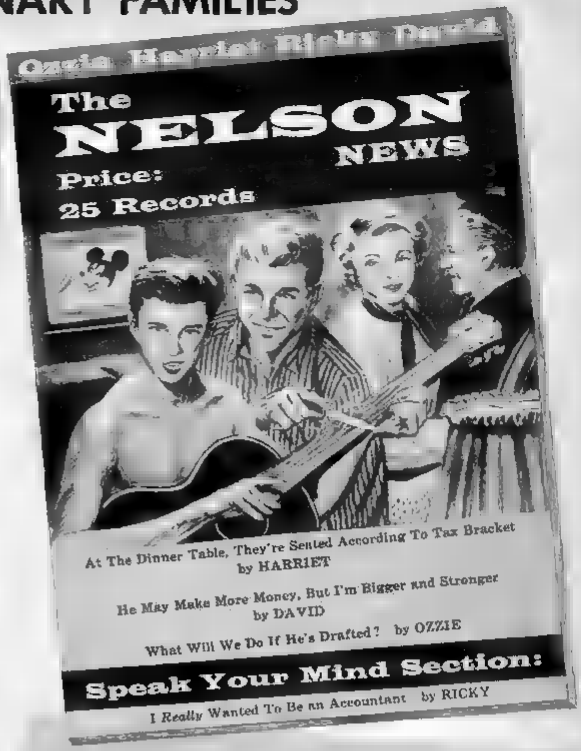






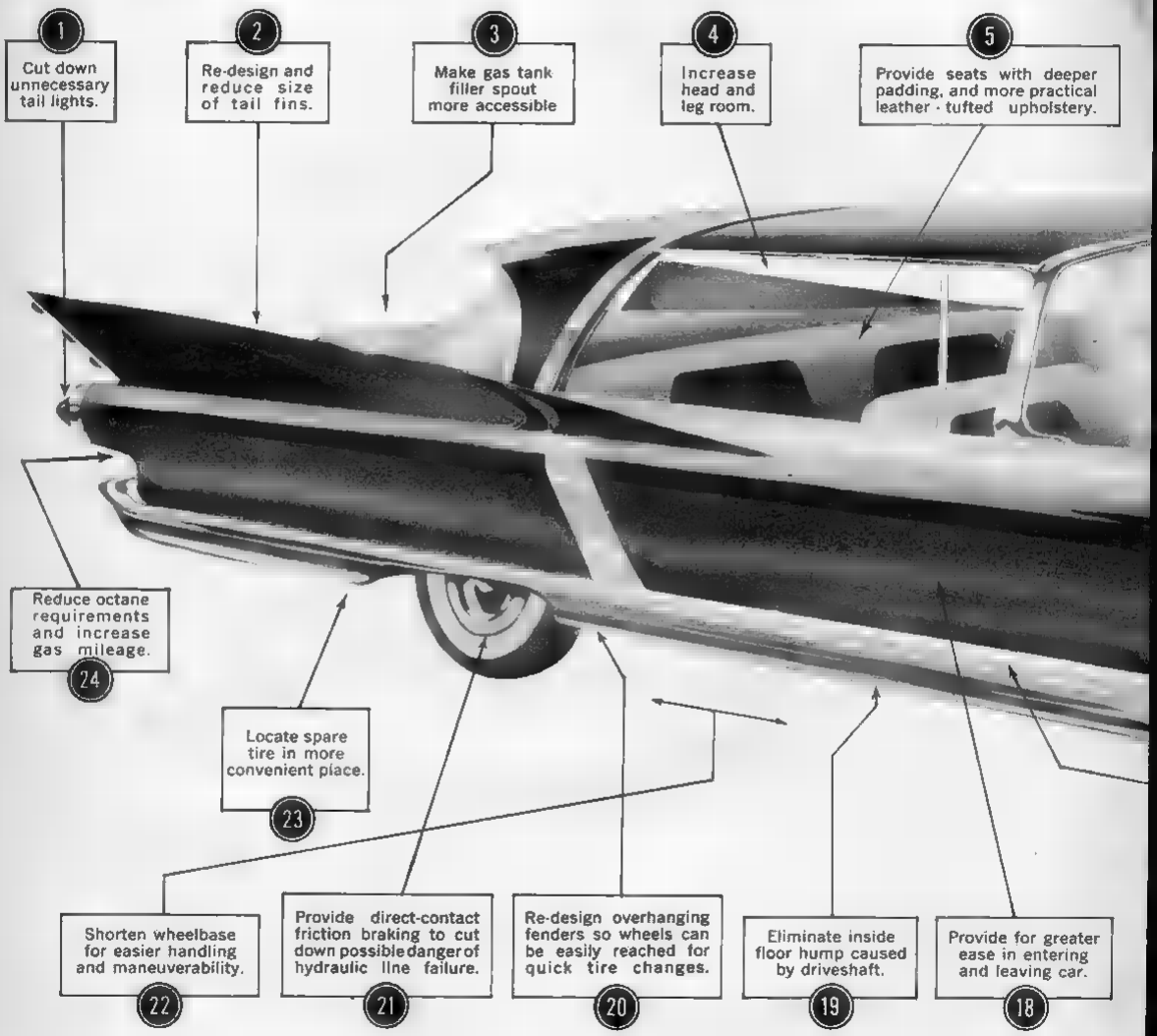
**THE GENE KRUPA STORY ". . . for the cymbal-minded!"

PUBLISHED BY OTHER ORDINARY FAMILIES



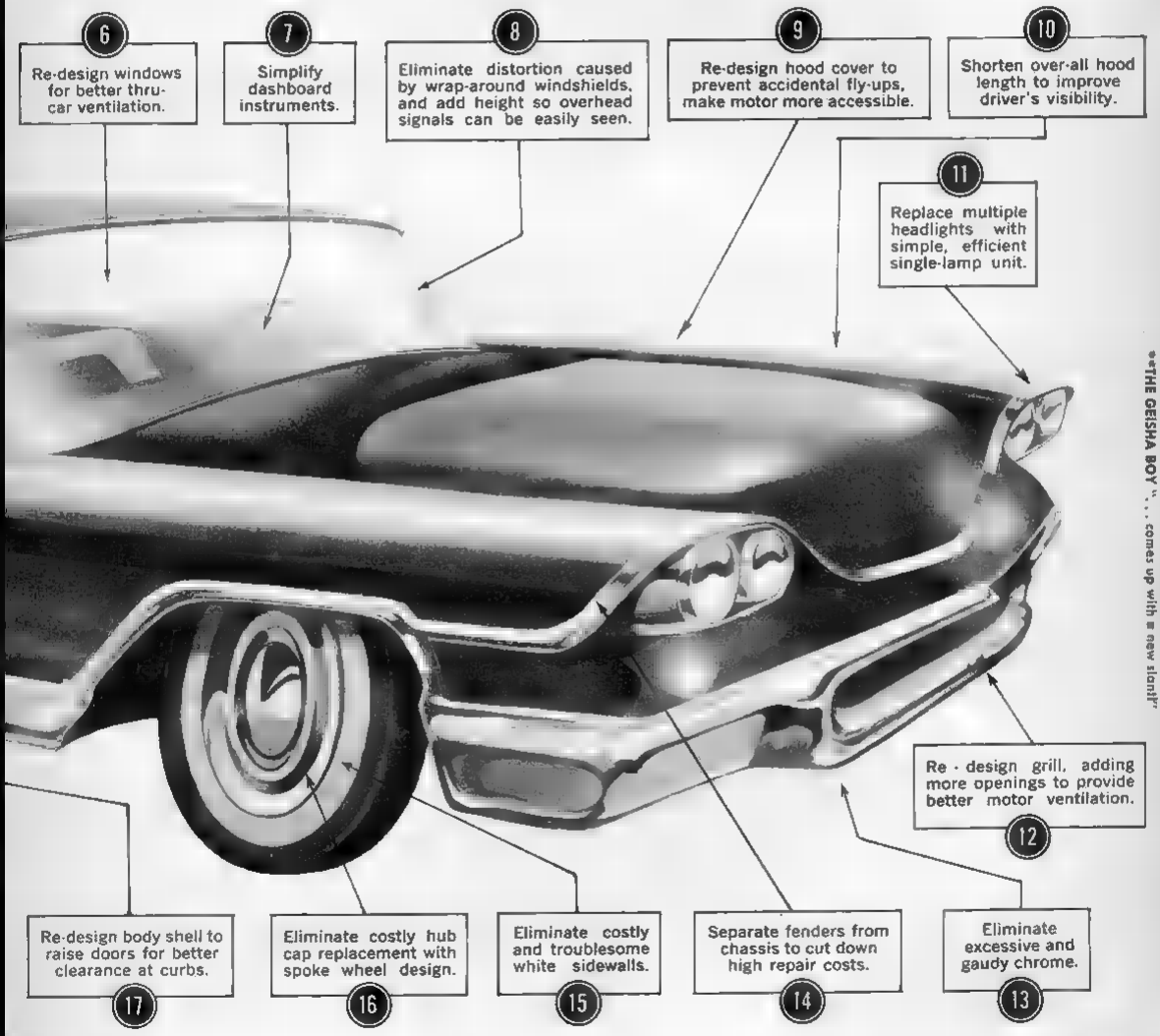
**GOD'S LITTLE ACRE "... painfull"

Anxious to keep our grimy thumb on the pulse of the American public, we recently took a trip around the country. And everywhere we went, we heard the same thing. Mainly, "Get outa town, yuh bums!" However, we also heard people grumbling about modern cars. Tailfins are higher, wheel bases are longer, and tempers are shorter. Hoping to be of help, MAD took a nationwide poll, asking people what changes they wanted—and here are the results of that poll. Using a composite model of typical American cars, we've indicated below what the public wants included in . . .



AMERICA'S DREAM CAR

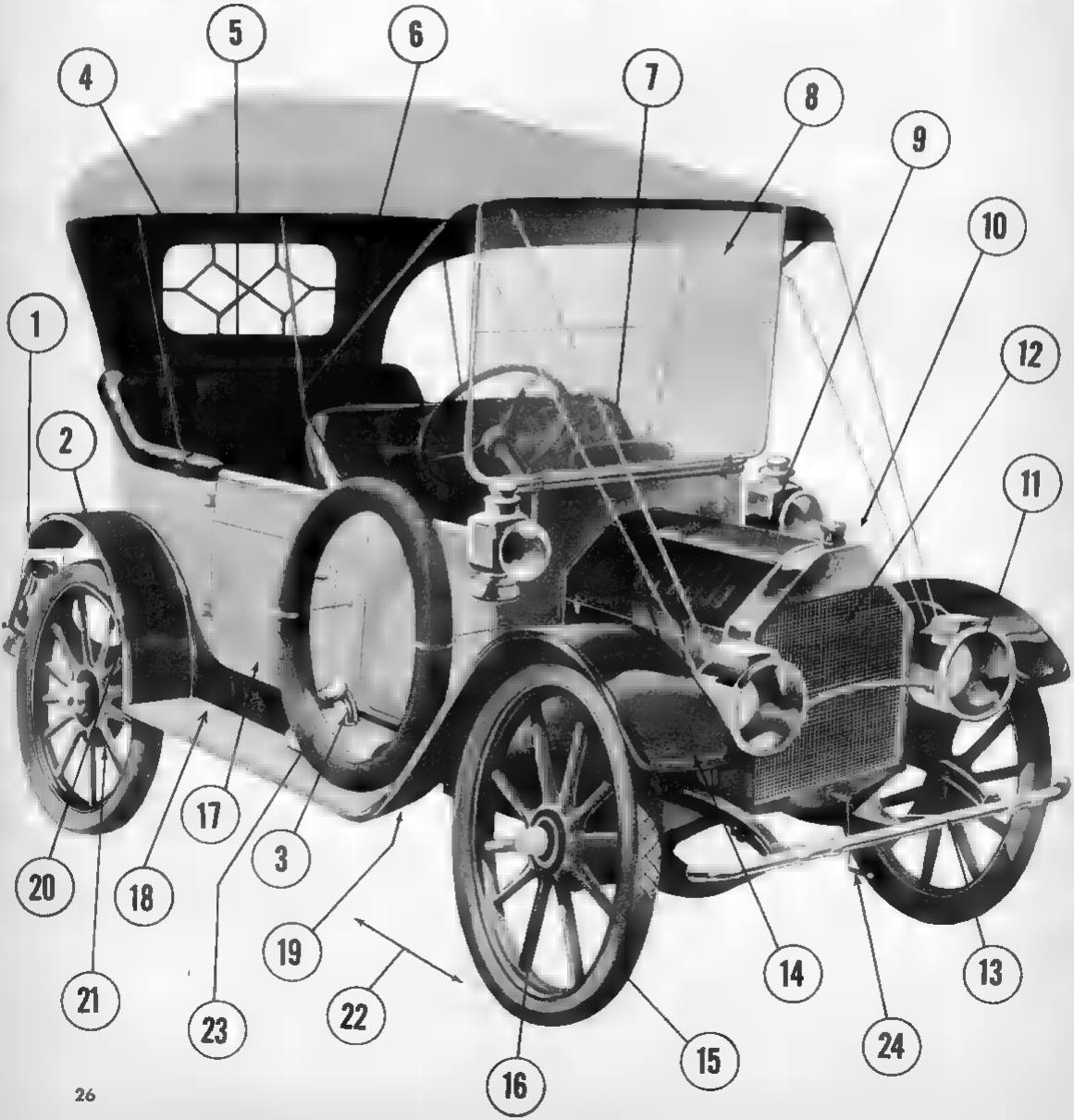
ART—BOB CLARKE STORY—SY REIT



"THE GEISHA BOY" ". . . comes up with a new slant!"

But we didn't stop there! No sir! We took all these ideas, sat down at the drafting board, and went to work. And on the following page you'll find the results of our labors. Yes! Here at last—based on your suggestions—is . . .

AMERICA'S DREAM CAR



«"DUEL IN THE SUN"... some dazzling shots!"

Sid Caesar will appear more frequently on TV next season. This is great for TV, and great for Sid's fans. Meanwhile, Sid Caesar continues to appear regularly in print this season, in MAD. This is great for MAD, but terrible for Sid. Because we have a knack of destroying fabulous material like this article. Intrigued by that TV show which brings together three celebrities in an intercontinental phone call, Sid wondered what would happen if his three "characters" appeared on such a program. So, to prove that it's really fun to phone, here are Jazz Musician *Progress Hornsby*, Author & World Traveler, *Somerset Winterset*, and the World's Greatest Authority on Everything, *The Professor*, . . . in . . .

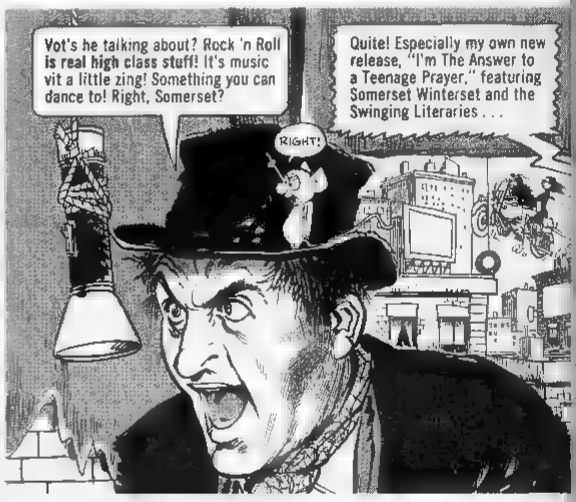
SID CAESAR'S VERSION OF . . .

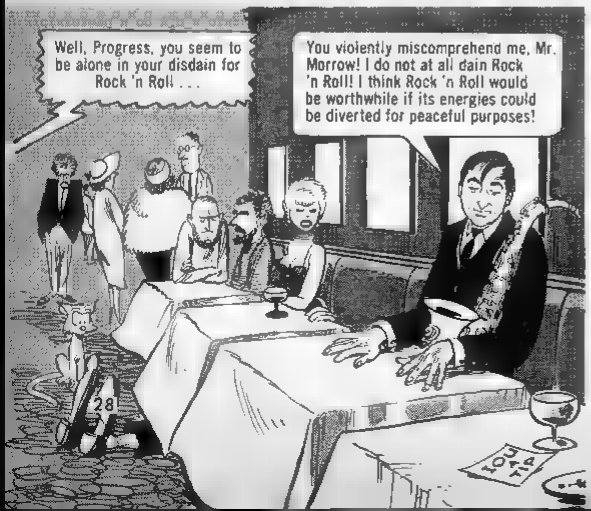
SHRUNK WORLD

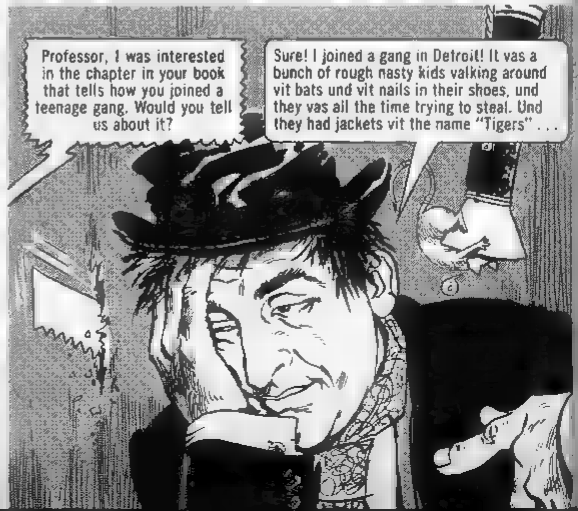
WRITTEN ESPECIALLY FOR MAD

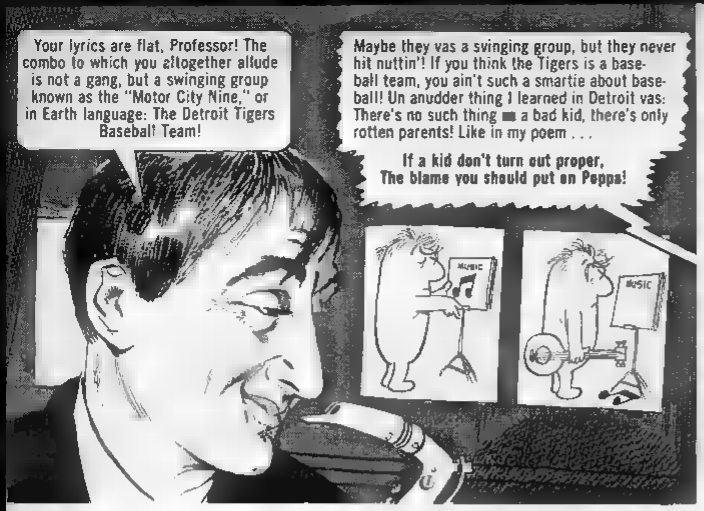
ART–MORT DRUCKER

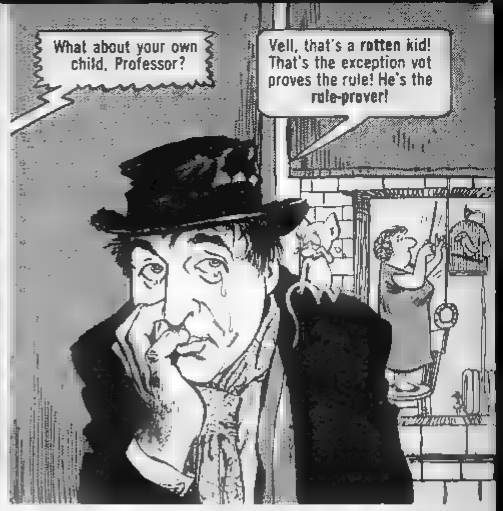
**GIANT ". . . comes on big!"







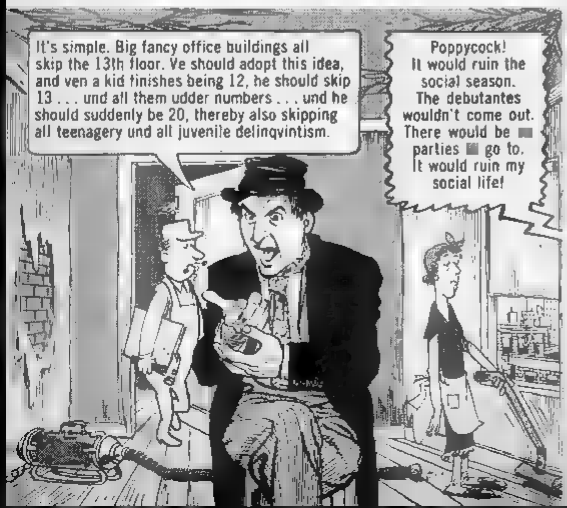

Your lyrics are flat, Professor! The combo to which you allogether allude is not a gang, but a swinging group known as the "Motor City Nine," or in Earth language: The Detroit Tigers Baseball Team!
Maybe they vas a svinging group, but they never hit nuttin'! If you think the Tigers is a baseball team, you ain't such a smartie about baseball! Un anudder thing I learned in Detroit vas: There's no such thing ■ a bad kid, there's only rotten parents! Like in my poem . . .
If a kid don't turn out proper,
The blame you should put on Poppa!
MUSIC
MUSIC


What about your own child, Professor?
Vell, that's a rotten kid! That's the exception vot proves the rule! He's the rule-prover!

How do you feel about this problem of juvenile delinquency Somerset?
Zzzzz-zzz Don't bother me now, Mummy! I can't be late for school! I've quit school!

■r. Winterset!
Huh? Oh, yes! Well, to answer your question, Mr. Morrow . . . No, parents should not strike their children! On the other hand, I think children might show some respect by not striking their parents!

I go along vit that last part. In my book, I tell how to get rid of juvenile delinqvency by taking a lesson from the office buildings.
I would be gainfully employed to hear a few choruses of your thinking, Professor . . .
ALICE!


It's simple. Big fancy office buildings all skip the 13th floor. Ve should adopt this idea, and ven a kid finishes being 12, he should skip 13 . . . und all them udder numbers . . . und he should suddenly be 20, thereby also skipping all teenagery und all juvenile delinqvintism.
Poppycock! It would ruin the social season. The debutantes wouldn't come out. There would be ■ parties ■ go to. It would ruin my social life!

It would ruin nuttin! There's no law says a girl can't have a Sweet Sixteen Party ven she's thirty-five!
Yes, and in segueing from twelveness to twentyness, they would avoid contact with Teenage Rock 'n Roll Band stands which place them in DA-A-A-N-GER!
Balderdash! I'm glad that teenagers don't listen to adults like you! Of course, that's because teenagers don't listen to adults at all!
menu

You are balderdashing yourself, sir! There are adults to whom the teen age ones do listen. But **unfortunatement**, these are disc jockeys, who put them in **DA-A-N-GER!**

Yeah, that's vot happens vit my kid! The D.J. says buy something: he **buys** it. The D.J. says do this; he **does** it. He does everything them disc jockeys say. I vant my kid should do something, first I gotta spin him a couple platters!

If you are spinning platters, Professor, you may be interested in my Anti-Juvenile-Delinquency Album which I have composed especially for this program. It is called **MUSIC TO BE A GOOD CITIZEN BY**, and I hope to record it on the Saks Fifth Avenue Label.

MUSIC TO BE A GOOD CITIZEN BY

One thing we have not discussed, Mr. Morrow, is the effect of Comic Books on teenagers. As a thinking Englishman, and an ex-teenager, I believe Comic Books to be first-rate.

I'm vit you, Somerset. Them Comic Books is **A-Number-Vun!** Especially those vit Mickey und Minnie . . .

THIS BUILDING IS CONDEMNED

I don't mean those **funny** ones. I mean the ones with **violence** and **bloodshed.** The ones I write . . .

You think dot's something. Dot's not violence. Dot's kid-stuff! You vant to see some good murders und bloodshedding, you gotta watch TV! There's more people being killed on TV den in all the Comic Books since the beginning of Comic Bookery. Comic Books is good because it **keeps** kids from **VATCHING TV!**

Mr. Winterset, it certainly comes as a surprise that you write Comic Books!

Why are you surprised, Mr. Morrow? You can't make a farthing writing a decent book these days. And a buck is a buck. After all, that is why I'm on this programme! For the **money!**

Money? **What** money? This is an educational show. We don't have a big budget. We don't pay anybody. Our guests are grateful for the opportunity to express their opinions. There's **money** involved at all!

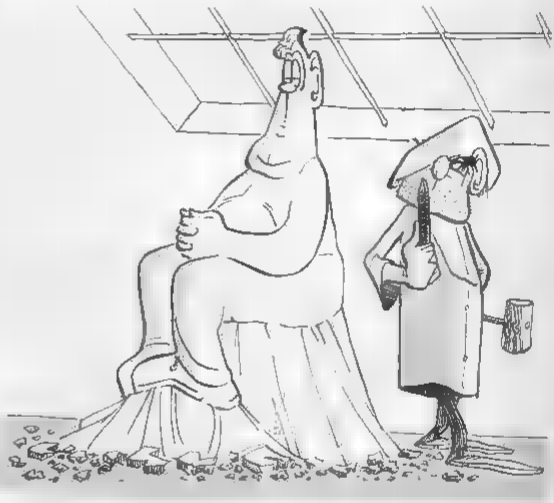
MUSIC TO BE A GOOD CITIZEN BY

Hello? Hello? Is anybody there?

DON MARTIN DEPT. PART II

Don Martin's art experiences are many and varied . . . for instance the time he observed the creative effort of

THE SCULPTOR IN HIS STUDIO



**A HOLE IN THE HEAD ". . . gets a well-deserved plug!"

The Army, the Navy and the Air Force all hand out medals for Heroic Military Achievements, but there is no organization to hand out medals for Heroic Civilian Achievements. And some

ART—GEORGE WOODBRIDGE

MAD MEDALS FOR

THE FEARLESS AND INDEPENDENT ACTION MEDAL

AWARDED TO

Zelda Zitzlaff

Housewife

of Taft-Hartley, Vt.

FOR

DECISIVE ASSAULT

On April 8th, 1959, Mrs. Zitzlaff took delivery on a new sofa, and when the men left, immediately removed the "Do Not Remove Tags" from the cushions.

THE HEROISM ON THE HOME FRONT MEDAL

AWARDED TO

Fenwick J. Finster

Salesman

of Ho-Fo-Kus, N.J.

FOR

VALIANT SELF-CONTROL

On June 21st, 1959, Mr. Finster dragged out his lights and equipment and took "home movies" of his wife and children without once losing his temper.

THE DISPOSAL OF HIDDEN BOOBY TRAPS MEDAL

AWARDED TO

Arthur L. Mudge

Itinerant

of Sleeping Car, N.C.

FOR

EFFICIENT DEXTERITY

On June 17th, 1959, Mr. Mudge, having purchased a brand new shirt, located and removed every one of them carefully concealed pins before putting it on.

of the Civilian Achievements we got in mind make them Military Achievements look like child's play. You'll see what we mean when you read the citations that accompany these . . .

STORY—DAVID BERG

EVERYDAY HEROES

THE VICTORY OVER MODERN PACKAGING MEDAL

AWARDED TO

Fanny Strongthumber

Housewife

of Mangle, Maine

FOR

DISTINGUISHED ACHIEVEMENT

On June 6th, 1959, Mrs. Strongthumber succeeded in tearing open a typical cellophane-wrapped bag of potato chips without having once used her teeth.

THE EXECUTION OF PLANNED STRATEGY MEDAL

AWARDED TO

Freda Prawn

Housewife

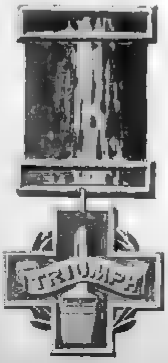
of Pumpspout, Ga.

FOR

DETERMINATION UNDER FIRE

On May 27th, 1959, Mrs. Prawn traveled to a local supermarket, and made her weekly purchases without buying one item that was not on her shopping list.

THE TRIUMPH OVER IMPOSSIBLE ODDS MEDAL



AWARDED TO

Elihu Bunchwell

Housepainter

of Kemtone, Neb.

FOR

MERITORIOUS SERVICE

On April 4th, 1959 Mr. Bunchwell spread his drop-cloth, and, on the very first try, mixed up the exact shade of chartreuse a woman-customer wanted.

ANYTHING FOR A BUCK DEPT.

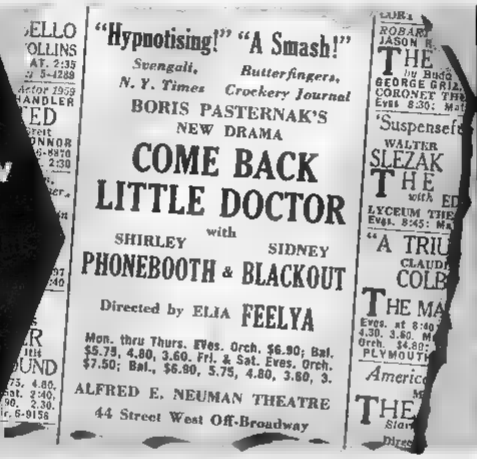
TIME was when a serious writer struggled and sweated to turn out a good book, only to find when it was published that six people bought it. So the poor shnook ended up with maybe $3.00 in royalties and a dog-eared collection of mouldy reviews.

But not any more! Nowadays, a serious writer turns out a good book and — before you can say "Ernest Hemingway!" — they turn him into a "corporation." Then he has to be a play-producer, merchandiser—even a stock market operator. Because nowadays, literature is *big business!*

Take f'rinstance the current best-seller on the left — a serious-type novel about the Russian Revolution called "Doctor Zhivago." Let's follow (at a safe distance) and see what happens when . . .

YOU RAVED ABOUT THE BOOK . . .

. . . NOW SEE THE PLAY!



YOU RAVED ABOUT THE BOOK AND SAW THE PLAY . . .

. . . NOW GO TO THE MOVIE!

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, AND WATCHED THE TV SHOW . . .

. . . NOW ENJOY THE MUSICAL!

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, WATCHED THE TV SHOW, AND ENJOYED THE MUSICAL . . .

. . . NOW BUY THE RECORD!

A Best Seller Hits The COMMERCIAL TRAIL

ART—WALLACE WOOD STORY—SY REIT

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, AND WENT TO THE MOVIE . . .

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, WATCHED THE TV SHOW, ENJOYED THE MUSICAL, AND BOUGHT THE RECORD . . .

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, WATCHED THE TV SHOW, ENJOYED THE MUSICAL, BOUGHT THE RECORD, AND LISTENED TO THE RADIO SERIAL . . .

. . . NOW FOLLOW THE COMIC STRIP!

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, WATCHED THE TV SHOW, ENJOYED THE MUSICAL, BOUGHT THE RECORD, LISTENED TO THE RADIO SERIAL, FOLLOWED THE COMIC STRIP, WORE THE HAT, AND BOUGHT THE DOLL . . .

. . . NOW GET THE COCKTAIL NAPKINS!

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, WATCHED THE TV SHOW, ENJOYED THE MUSICAL, BOUGHT THE RECORD, LISTENED TO THE RADIO SERIAL, FOLLOWED THE COMIC STRIP, WORE THE HAT, BOUGHT THE DOLL, AND GOT THE COCKTAIL NAPKINS . . .

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, WATCHED THE TV SHOW, ENJOYED THE MUSICAL, BOUGHT THE RECORD, LISTENED TO THE RADIO SERIAL, FOLLOWED THE COMIC STRIP, WORE THE HAT, BOUGHT THE DOLL, GOT THE COCKTAIL NAPKINS, SMOKED THE CIGARETTES, AND WORKED THE JIGSAW PUZZLE . . .

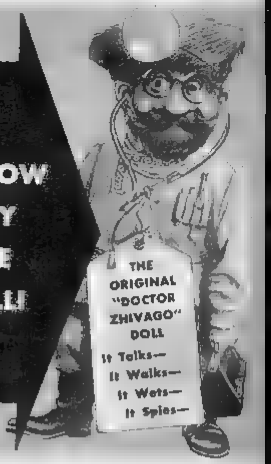
. . . NOW SAVE THE BUBBLE-GUM CARDS!

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, WATCHED THE TV SHOW, ENJOYED THE MUSICAL, BOUGHT THE RECORD, LISTENED TO THE RADIO SERIAL, AND FOLLOWED THE COMIC STRIP . . .

. . . NOW WEAR THE HAT!

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, WATCHED THE TV SHOW, ENJOYED THE MUSICAL, BOUGHT THE RECORD, LISTENED TO THE RADIO SERIAL, FOLLOWED THE COMIC STRIP, AND WORE THE HAT . . .

. . . NOW BUY THE DOLL!



. . . NOW SMOKE THE CIGARETTES!

YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, WATCHED THE TV SHOW, ENJOYED THE MUSICAL, BOUGHT THE RECORD, LISTENED TO THE RADIO SERIAL, FOLLOWED THE COMIC STRIP, WORE THE HAT, BOUGHT THE DOLL, GOT THE COCKTAIL NAPKINS, AND SMOKED THE CIGARETTES . . .

. . . NOW WORK THE JIGSAW PUZZLE!

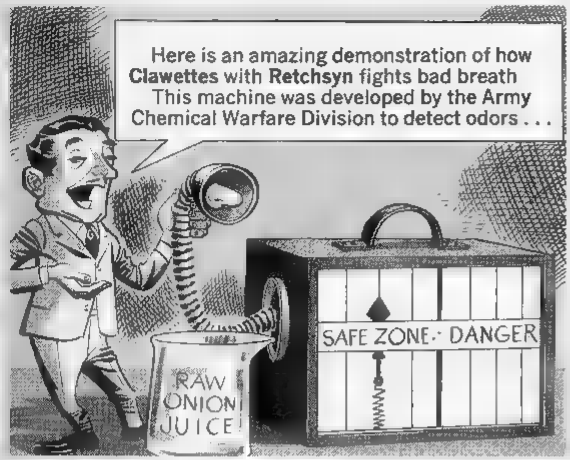
YOU RAVED ABOUT THE BOOK, SAW THE PLAY, WENT TO THE MOVIE, WATCHED THE TV SHOW, ENJOYED THE MUSICAL, BOUGHT THE RECORD, LISTENED TO THE RADIO SERIAL, FOLLOWED THE COMIC STRIP, WORE THE HAT, BOUGHT THE DOLL, GOT THE COCKTAIL NAPKINS, SMOKED THE CIGARETTES, WORKED THE JIGSAW PUZZLE, AND SAVED THE BUBBLE-GUM CARDS . . .

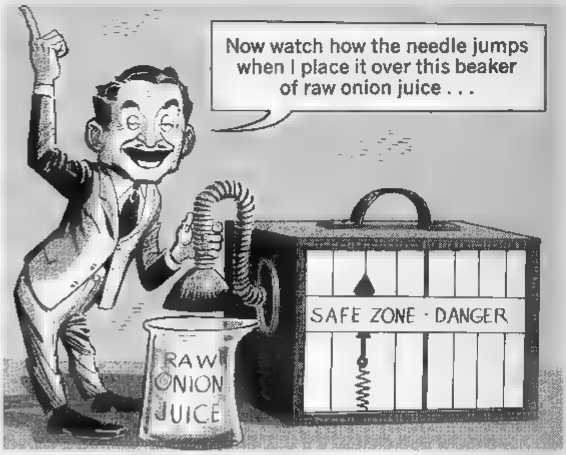
. . . NOW BUY THE BOOK AND READ IT, ALREADY!

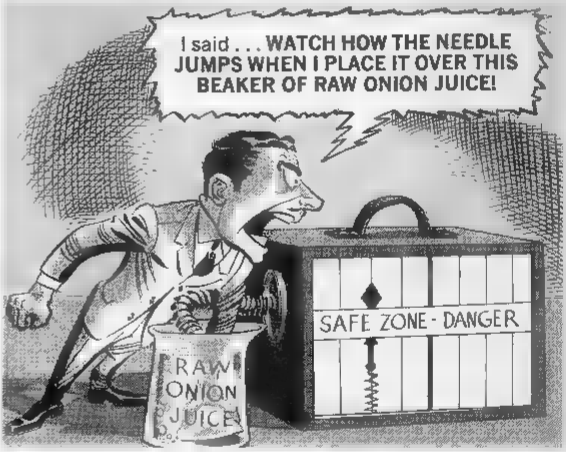
TV ADS WE'D LIKE TO SEE

The Clawettes Commercial

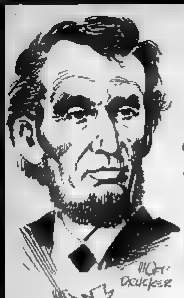
ART–JOE ORLANDO







**A NIGHT TO REMEMBER "... just misses the boat!"



Whether it's uttered in the parlance of the great "rail-splitter," or in the jargon of the modern "ear-splitter," here's a speech by a man who really knew how to swing his axe. MAD herewith helps to celebrate the Sesquicentennial (whatever in heck that is!) of Abraham Lincoln's birth by offering a "Cool School" version of . . .

LINCOLN'S GETTYSBURG ADDRESS

THE OLD VERSION

Fourscore and seven years ago
our fathers brought forth on this
continent a new nation, conceived
in Liberty, and dedicated to the
proposition that all men are created
equal. Now we are engaged in a
great civil war, testing whether
that nation, or any nation so conceived
and so dedicated can long endure.
We are met on a great battlefield
of that war. We have come to dedicate
a portion of that field as a final
resting-place for those who here gave
their lives that that nation might live.
It is altogether fitting and proper
that we should do this. But in a
larger sense we cannot dedicate,
we cannot consecrate, we cannot
hallow this ground. The brave men,
living and dead, who struggled here,
have consecrated it far above our
power to add or detract. The world
will little note, nor long remember
what we say here; but it can never
forget what they did here. It is
for us, the living, rather to be
dedicated here to the unfinished
work which they who fought here
have thus far so nobly advanced.
It is rather for us to be here
dedicated to the great task
remaining before us, that from those
honored dead we take increased
devotion to that cause for which
they gave the last full measure
of devotion; that we here highly
resolve that these dead shall not
have died in vain; that this nation,
under God, shall have a new birth
of freedom, and that government
of the people, by the people,
and for the people, shall not
perish from the earth.

THE NEW VERSION

Fourscore and like seven years ago
our old daddies came on in this
scene with a new group, grooved
in free kicks, and hip to the
Jazz that all cats make it the
same. Now we're real hung up in a
crazy big hassle, digging whether
that group, or any group so grooved
and so hip can keep on swinging.
We're making it on a wild spot
of that hassle. We've got eyes to tag
a little of that spot as a last
lay-down pad for those who here
conked out so that group might still score.
It's frantically cool and jivey
that we're on this kick. But in a
bigger ribble we can't shake up,
we can't sound off, we can't even
clue in this jazz. The cool cats,
with us and down under, who flipped here,
have pegged it straighter than we
could ever mess with. The squares
will never buy this bit, nor dig the
lyrics we spiel here; but they can't ever
put down what those studs did here. It's
for us, the on-cats, who ought to
pick up on those still-wailing
blues which the off-cats who goofed here
have blown so crazily up till now.
Man! Like we really ought to be here
with eyes fixed on this wild gig
that still needs action, that from those
far-out D.O.A.'s we get a little
higher on that kick for which
they really went and flipped their
gaskets; that we take it on to set
straight that these cats shall not
have kicked off square; that this group
under God, shall blow a crazy
new sound, and that a hot combo
of the hipsters, by the hipsters,
and for the hipsters, shall not
cut out from this scene.

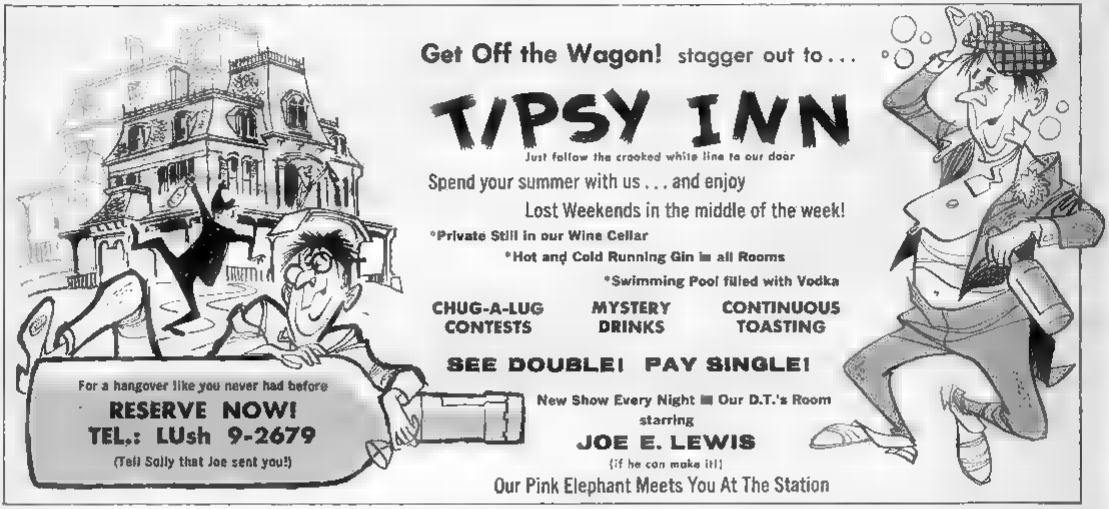
ART—MORT DRUCKER

TWO WEEKS WITH PREY DEPT.

With the competition among summer resorts getting stiffer, many are turning to "specialization" . . . concentrating on activities which will attract vacationers with one common interest. F'rinstance, Dude Ranches which concentrate on

MAD'S SPECIALIZED

INEBRIATES



SNOBS

HOODS

ART—BOB CLARKE

•"THE SHAGGY DOG" . . . needs cutting!"

horseback riding, Country Clubs which specialize in golf, and Single Clientele Camps which ought to be outlawed. If this trend keeps up, we'll soon be seeing advertisements for Summer Resorts like the ones we've included in . . .

GAZETTE JULY 4TH PAGE 20

RESORTS SECTION

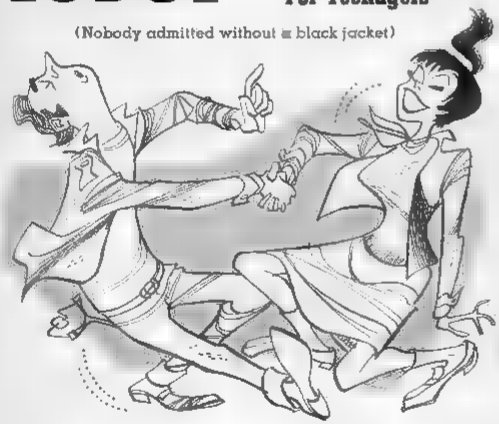
TEENAGERS

Tap Dad for Three Years Allowance
and come out to . . .

ROCK'N'ROLL LODGE

The Hotel Exclusively For Teenagers

(Nobody admitted without a black jacket)



TEENAGE BELLHOPS TEENAGE CHAMBERMAIDS
TEENAGE WAITERS TEENAGE HOUSE DETECTIVES

ALL ROOMS WITH PRIVATE JUKE BOXES

(Occupancy limited to 17 per room)

SPECIAL ACCOMMODATIONS FOR PARENTS

(289 Miles From Main Building)

ATHLETIC DIRECTOR
(A guy who once touched Fats Domino)

SOCIAL DIRECTOR
(A guy who once sassed Sam Levenson)

No SQUARE Dancing

RESERVE NOW for ELVIS PRESLEY'S DISCHARGE CELEBRATION

Special GANG Rates

Our HOT ROD Meets You at the Station

OFF-BEATS

You'll love the bizarre atmosphere at

HOTEL MACABRE

An Odd and Unusual
SUMMER RESORT

Molten Lava Pool
Mined Lawns Stretch-Rack Beds
Quicksand Beach Poisoned Meals
Hot-Coal Dance Floor

PRIVATE MAUSOLEUM ON PREMISES
ENJOY ALL THESE HORRIBLE SPORTS:

Grave-Robbing *Burying Alive* *Kick-The-Bucket*
Hide-and-go-Shreik *Monster-Making* *Ping-Pong*

BARBECUES EVERY AFTERNOON *(at our Crematorium)*
FOLK DANCING EVERY EVENING *(on real folk)*

Every Room A Torture Chamber

MYSTERY BUS RIDE EVERY NIGHT *(off a cliff)*

Our Hearse Meets You at the Station

HYPOCHONDRIACS

WHY TAKE CHANCES? you'll **KNOW** you're sick at . . .

Oy Vay Lodge

formerly **BELLY ACRES**
"NEVER A SATISFIED CUSTOMER!"

SIT ON OUR NEWLY DECORATED PORCH AND TALK ABOUT YOUR OPERATION
Free blood tests every half hour
Rooms with private oxygen tents
Prescriptions filled on premises
DINE IN OUR FAMOUS CLAUSTROPHOBIA ROOM
OSCAR LEVANT
appearing weakly
RESERVE TODAY — YOU MAY NOT BE ALIVE TOMORROW!
Our food will make you nauseous!
Our prices will make you sick!
UNDER NEW MANAGEMENT
(The last owner got better!)

AMERICAN PLAN
with your own private doctor

EUROPEAN PLAN
with Socialized Medicine

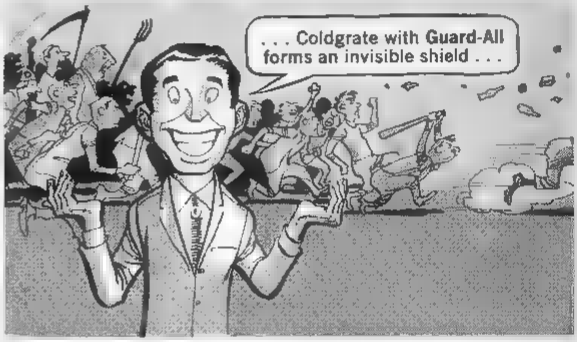
Our Ambulance meets you at the station

GREEN MANSIONS "... Indi's much to be desired!"

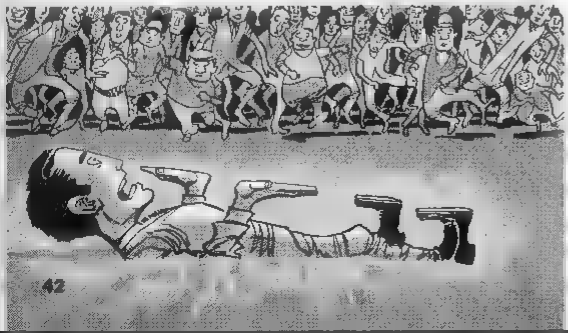
TV ADS WE'D LIKE TO SEE

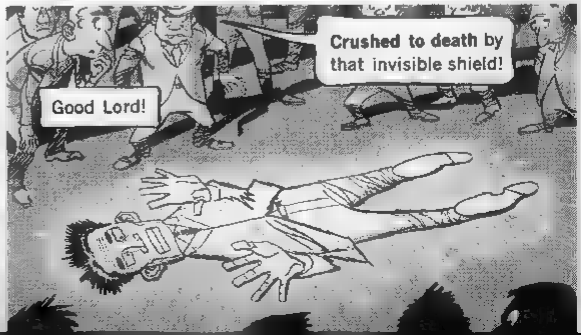
The Colgrate Commercial

ART—JOE ORLANDO



**THE MATING GAME ". . . lays an egg!"





BIG BUILD-UP DEPT.

In a recent MAD article (*Body-Building & Weight Lifting*, No. 45.), valuable information was given on a program for keeping fit through exercise. Unfortunately, the average person has neither the equipment, knowledge, nor incentive to carry through such a program. Today, all these objections are being solved by a dedicated young health expert. This young health expert is dedicated to making Americans healthy. The money he's making ($15,000,000 a year) is of secondary importance to him. He's only interested (he says!) in getting every single man, woman and child into

VIC TINNY GYMS

A PUBLIC SERVICE TO IMPROVE AMERICA'S HEALTH

ART—WALLACE WOOD STORY—AL JAFFEE

When Vic Tinny started his dedicated campaign to make all America healthy, he was faced with a huge problem: how to get people into a gym? Old-style gyms were unappealing! Vic's answer: The completely-redesigned "Vic Tinny Gym."

Old-style gyms were dark, dingy, and worst of all, they smelled like dirty sweatsocks!

VIC TINNY GYMS ARE SHINY, BRIGHT, AND BEST OF ALL, THEY SMELL LIKE **CLEAN** SWEATSOCKS!

**"THE SWEET SMELL OF SUCCESS" . . . sure-fire B.O.!"

THE NEW VIC

Before going ahead with his dedicated campaign, Vic Tinny examined many other "health methods." He discovered that people needed three things to successfully complete them: (1) Instruction, (2) Equipment, and (3) Incentive. After

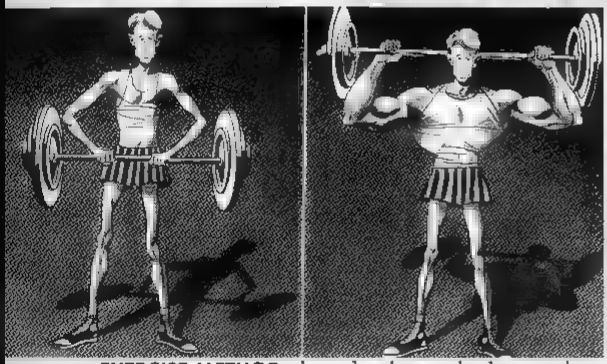
POPULAR HEALTH METHODS WHICH VIC TINNY FOUND INADEQUATE

DIET METHOD found inadequate

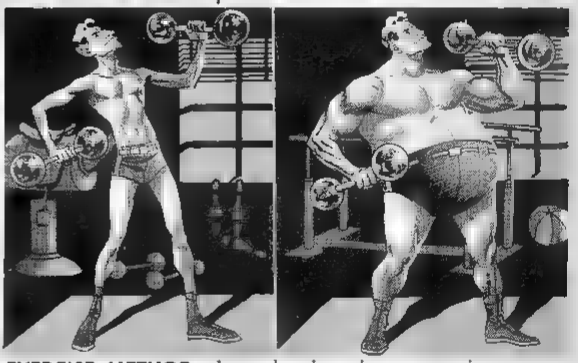
DIET METHOD alone loses weight all over body, even in places that were all right as they were.

DIET METHOD alone removes fat, but skin stays same size, and with no fat below, sags all over.

EXERCISE METHOD found inadequate



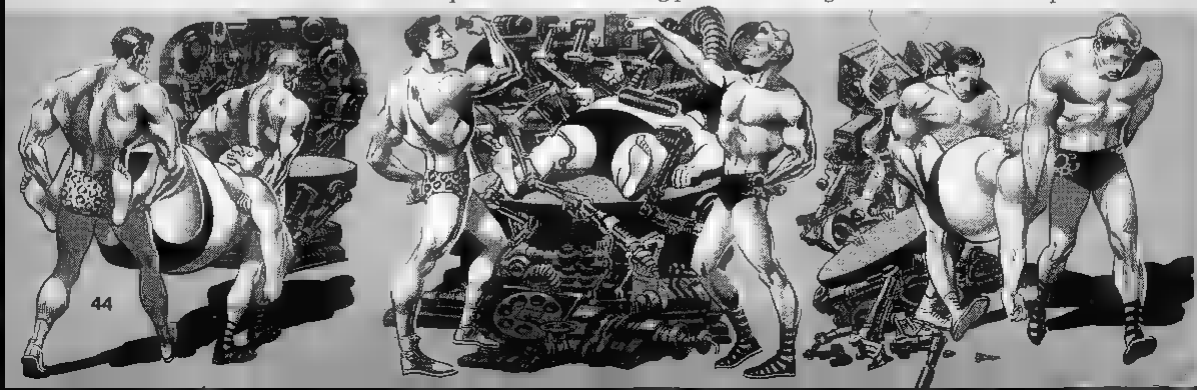
EXERCISE METHOD alone develops only the muscles that are exercised, often with very weird results.



EXERCISE METHOD alone develops huge appetite, subsequent over-eating, and unwanted new muscles.

EQUIPMENT METHOD found inadequate

EQUIPMENT METHOD alone is inadequate because soft-living public is too far gone for machines to help.



TINNY METHOD

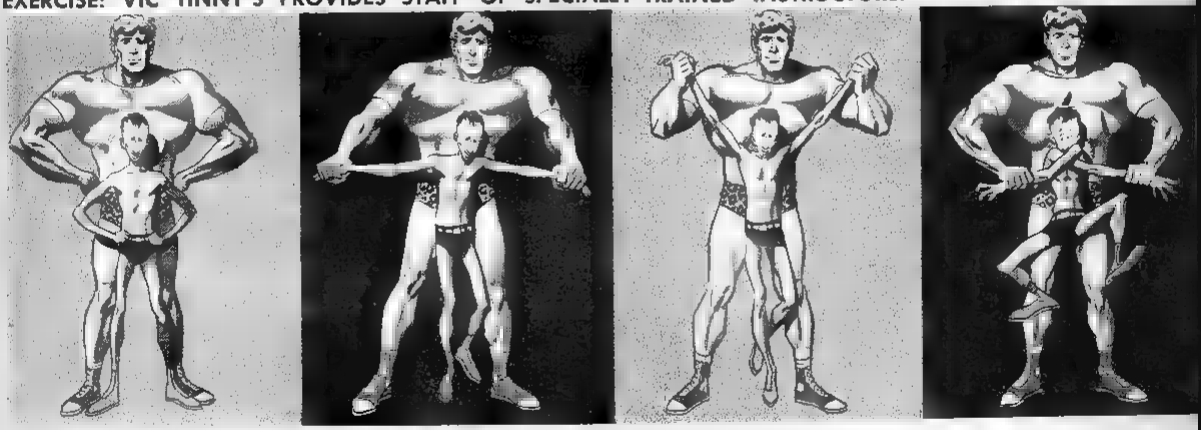
months of planning, Vic came up with the "Tinny Method": (1) Instruction, (2) Equipment, and (3) Iron-clad Contract.

When a Vic Tinny student realizes how much it is costing for every minute he's in the gym, he exercises like crazy!

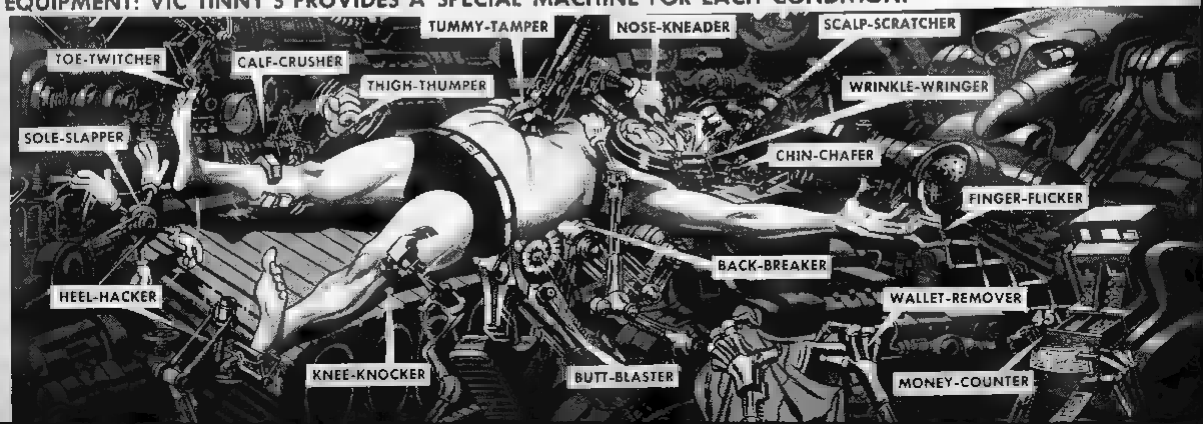
VIC TINNY'S HEALTH METHOD COMBINES BEST FEATURES OF ALL

DIET: VIC TINNY'S PROVIDES FACILITIES DISPENSING SPECIAL HEALTH FOODS.

EXERCISE: VIC TINNY'S PROVIDES STAFF OF SPECIALLY-TRAINED INSTRUCTORS.



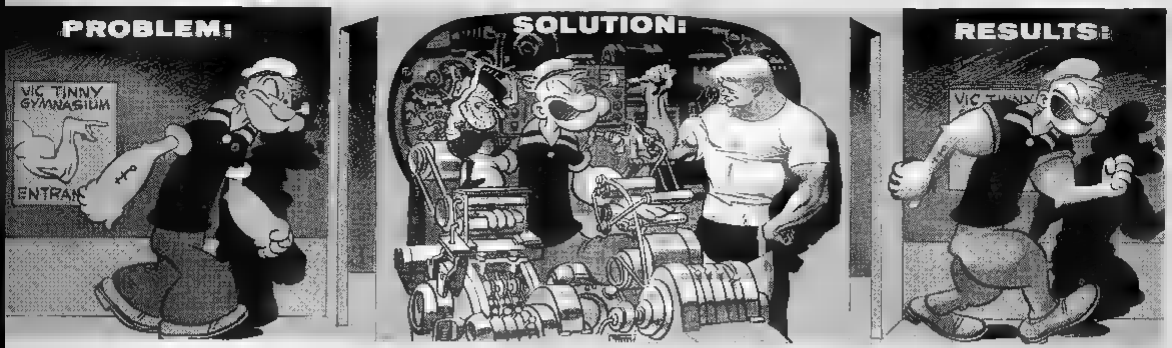
EQUIPMENT: VIC TINNY'S PROVIDES A SPECIAL MACHINE FOR EACH CONDITION.



"I WANT TO LIVE . . . the ending is a gosset!"

SPECIAL PROBLEMS

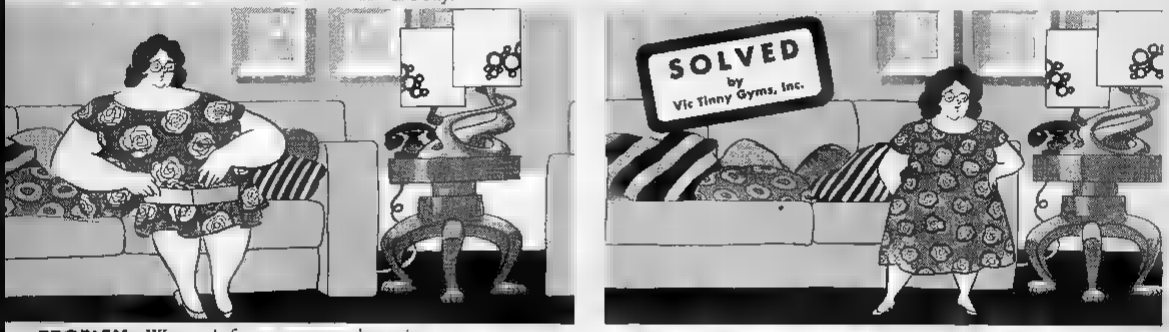
SPECIAL HEALTH PROBLEMS ARE HANDLED WITH PRECISION AND KNOW-HOW AT VIC TINNY'S



Man has special arms and legs problem. Skilled Vic Tinny Experts go to work. Man ends up with perfect proportions.

SOME OTHER REMARKABLE CASE HISTORIES, ANALYZED AND SOLVED BY VIC TINNY EXPERTS

PROBLEM: Woman's head too small for her body.



PROBLEM: Woman's figure prevented movie career.

PROBLEM: Woman's husband refused to be seen with her.

THE BUSINESS END

EFFICIENCY KEYNOTES VIC TINNY'S OPERATION AS A NEW GYM OPENS EVERY 13 MINUTES

One word describes the Vic Tinny operation: "efficiency". As soon as a person steps into a Vic Tinny Gym, he is immediately impressed with this efficiency. Before he has a chance to say "I came in for a free figure analysis like you advertised!" he has signed a 12-year contract, had his clothes removed, and is flying up and down on a power-driven see-saw. It's this kind of efficiency that has brought 180,000 signed-up customers into Vic Tinny Gyms, even some they never expected, like little old ladies asking directions or looking for rest rooms. Yes, efficiency has created a nation-wide chain of successful Vic Tinny Gyms. Work to improve this efficiency never ends. In fact, it is hoped that someday it may reach the "Health Improvement" Department.

**IMITATION GENERAL "... no stars!"

THE ULTIMATE DREAM

Vic Tinny says:

"Someday, I hope to see every man, woman, and child in this great big wonderful world of ours enjoying all the benefits and advantages of good health that the Vic Tinny Method of exercise can bring to them!"

Vic Tinny's own "method" of exercising for his health.

DON MARTIN DEPT. PART III

Mr. Martin reaches new heights with this account of the horrible tragedy that befell his bosom companion on

THE 17th FLOOR

**THE VIKINGS ". . . Norseating!"

YOU'LL "FIGHT 'EM OFF" IN YOUR
MAD T-SHIRT

Featuring MAD's "What . . . Me Worry?" Kid*

*Imprinted in five permanent colors

MAINLY BECAUSE THEY'LL WANT TO THROW YOU IN THE WATER!

use coupon or duplicate

MAD T-SHIRTS
225 Lafayette Street
New York 12, N.Y.

I'd love to "fight 'em off", even if they want to throw me in the water! Because I want to make a big splash with the girls! Please rush me my MAD T-SHIRT(S)

I enclose $1.25 for each shirt and I have carefully filled in my size.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NO. OF SHIRTS _____ SIZE(S) _____ ◀ CHECK CHART BELOW

AMOUNT ENCLOSED AT $1.25 each _____

BOYS & GIRLS					
CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
24"– 27"	BS	27"–31"	BM	31"–34"	BL

MEN & WOMEN					
CHEST MEAS.	SIZE	CHEST MEAS.	SIZE	CHEST MEAS.	SIZE
34"–37"	MS	37"–41"	MM	41"–44"	ML

We're taking the pledge at the Four Posies Society

(And it's about time!)

They tell us we've really had fun posing for all these advertisements. They say we've had a ball getting loaded at a masquerade party, boozing it up at the races, celebrating Alaskan Statehood, getting stoned on hunting trips, etc., etc.

Trouble is, we can't seem to remember any of it! What good is belonging to a society, if you get so crocked at meetings you don't know what's going on? Besides, we can't afford the dues any more because we've all been fired from our jobs for turning into a bunch of alcoholics!

That's why we're taking the pledge!

Four Posies Society — ***That, and no other whiskey for us either!***

We've sworn off it for good!